



WSFA
12 East Delano Ave.
Montgomery, AL 36105
(334) 288-1212

www.wsfa.com

And:

PinPoint Media, Inc (B)
1707 Osage St, Ste 103
Alexandria, VA 22302

CONTRACT

<u>Contract / Revision</u> 1806990 /		<u>Alt Order #</u> 08777307
<u>Product</u> LUTHER STRANGE SENAT		
<u>Contract Dates</u> 09/05/17 - 09/11/17		<u>Estimate #</u> 814
<u>Advertiser</u> POL/Strange, Luther/R/Senator/AL		<u>Original Date / Revision</u> 09/01/17 / 09/01/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSFA	<u>Account Executive</u> Ryan Eddins	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9913865	<u>Advertiser Code</u> 62	<u>Product 1/2</u> 78
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WSFA	09/08/17	09/08/17	Dateline	9-10pm		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/17	09/10/17	----1--				1	\$225.00			
N 2	WSFA	09/11/17	09/11/17	American Ninja Warrior	7-10pm		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/11/17	09/17/17	1-----				1	\$450.00			
N 3	WSFA	09/10/17	09/10/17	NFL Football	Sun 730p-10p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/17	09/10/17	-----1				1	\$500.00			
N 4	WSFA	09/06/17	09/06/17	AGT	658-8pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/17	09/10/17	--1----				1	\$500.00			
Totals											4	\$1,675.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/28/17 - 09/11/17	4	\$1,675.00	(\$251.25)	\$1,423.75
Totals	4	\$1,675.00	(\$251.25)	\$1,423.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

REP HEADLINE# 8777307
*** ORIGINAL REV#0 ***

ADV #	ADV. NAME	POLI / L	STRANGE / R	SEN / AL	REP. #	OFF. #	SALESMAN #
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AGY # _____ AGY. NAME PINPOINT MEDIA
BUYER NAME DANETTE SEGROVES

1707 OSAGE STREET SUITE 103
SALES PRSN WA- RYAN EDDINS (H)

ALEXANDRIA, VA 22302

ORDER # 1806710 CONTRACT # 8777307 CLASS: NATL. LOCAL REGIONAL

PRDCT	LUTHER STRANGE	SENAT	EST#814	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT	DATES	SEP5/17	SEP11/17	WK-1
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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP1/17 09.43

REP: NEW ORDER
TTL \$1,675 @ 4X
PLS CONFIRM
THANKS JASMINE FOR RYAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ELECTRONIC INVOICING:
SPOT DATA - IDB# 1886.
TV INVOICES - IDB# 9915283.

Don

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START	:END	:SPTS:	WEEK	:DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	:DATE	:DATE	: /WK:	:INVT	:	:SPTS:

AGENCY ADVERTISER CODE = 62
AGENCY PRODUCT CODE = 78
AGENCY EST# = 814

1	900P-1000P	30	\$225.00	9/8	9/8	1	FRI	1
PROGRAM :	DATELINE NBC							
CON COM1 :	DATELINE NBC							

2	700P-900P	30	\$450.00	9/11	1	MON
PROGRAM : AMERICAN NINJA WARRIOR						
CON COM1 : AMERICAN NINJA WARRIOR						

REP HEADLINE# 8777307

*** ORIGINAL REV#0 ***

REP: TEL# 703-528-9387

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM REP

SEP1/17 09.43

*** WSFA-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
3			730P-1000P	30	85	\$500.00	9/10	9/10	1	✓	SUN	1
PROGRAM : NFL												
CON COM1: NFL												
4			700P-800P	30	85	\$500.00	9/6	9/6	1	✓	WED	1
PROGRAM : AGT												
CON COM1: AGT												
SEP/17			\$1,675.00									
											CONTRACT TOTAL	\$1,675.00
											TOTAL SPOTS	4

MARKET TOTALS \$2,991

WSFA 56%

WNCB 7%

WAKA 28%

WCOV 9%

CABL 0%

WBMM 0%

WLYC 0%

ESFA 0%

EAKA 0%

ESTIMATED SHARES

SVC- NSI

DEMOS- RA35+*

REP HEADLINE# 8777307 TRF# 1806990 REP: TEL# 703-528-9387 FAX# 703-516-9680
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION SEP1/17 11.32
*** WSEA-TV ***

ADV # _____ ADV. NAME POLI/L STRANGE/R/SEN/AL REP.# _____ OFF.# _____ SALESMAN # _____
AGY # _____ AGY. NAME PINPOINT MEDIA BUYER NAME DANETTE SEGROVES
1707 OSAGE STREET SUITE 103 SALES PRSN WA- RYAN EDDINS (H)
ALEXANDRIA, VA 22302

ORDER # _____ CONTRACT # 8777307 CLASS: NATL. LOCAL REGIONAL
PRDCT LUTHER STRANGE SENAT EST#814 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES SEP5/17 SEP11/17 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP1/17 11.32

REP: NEW ORDER
TTL \$1,675 @ 4X
PLS CONFIRM
THANKS JASMINE FOR RYAN
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ELECTRONIC INVOICING:
SPOT DATA - IDB# 1886.
TV INVOICES - IDB# 9915283.

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
CONTRACT TOTAL \$1,675.00
TOTAL SPOTS 4

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date: 6.5.17
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I, Pinpoint Media,

being/on behalf of: Luther Strange,

a legally qualified candidate of the Republican

political party for the office of: US Senate

in the Special Election Primary

election to be held on: August 15 2017

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

National Republican Senatorial Committee/Luther Strange Coordinated

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Ashley Newman

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

6.5.17

Date



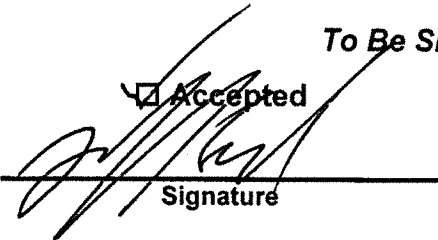
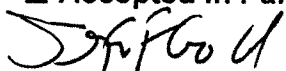
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Printed Name



Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, **Meredith Morton - Pinpoint Media**

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does


☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.


signature of candidate or authorized committee

Meredith Morton

printed name

6.5.17

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.